

1 of 2

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () KATE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

BENNETT FOR INDIANA 10/29/12-11/6/12 SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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Rating: 2.1	1	TH-F	7A-8A	EARLY SHOW 1 - CBS	:30	\$350.00	11/01-11/02	2	1	2	\$700.00	
		Buyline Comment: MUST RUN 1X PER DAY										
Rating: 2.1	2	M-TU	7A-8A	EARLY SHOW 1 - CBS	:30	\$350.00	11/05-11/06	2	1	2	\$700.00	
		Buyline Comment: MUST RUN 1X PER DAY										
Rating: 2.7	3	SA	6A-9A	CBS THIS MORNING SATURDAY	:30	\$250.00	11/03-11/03	1	1	1	\$250.00	
Rating: 2.2	4	TH-F	10A-11A	LET'S MAKE A DEAL	:30	\$400.00	11/01-11/02	2	1	2	\$800.00	
		Buyline Comment: MUST RUN 1X PER DAY										
Rating: 2.2	5	M	10A-11A		:30	\$400.00	11/05-11/05	1	1	1	\$400.00	
Rating: 1.9	6	TH-F	3P-4P	RACHEL RAY	:30	\$300.00	11/01-11/02	2	1	2	\$600.00	
		Buyline Comment: MUST RUN 1X PER DAY										
Rating: 1.9	7	M	3P-4P	RACHEL RAY	:30	\$300.00	11/05-11/05	1	1	1	\$300.00	
Rating: 3.2	8	TH	10P-11P	ELEMENTARY	:30	\$3,500.00	11/01-11/01	1	1	1	\$3,500.00	

Station WISH-TV INDIANAPOLIS, IN
 Advertiser () BENNETT FOR INDIANA
 Product BENNETT FOR IN
 Estimate#
 Buyer LIZ BRABENDER
 Phone#
 Fax#
 Agency () BRABENDER COX
 1218 GRANDVIEW AVE, 1ST FLOOR
 PTTSBURGH, PA 15211
 Agency C/P1/P2/E
 Flight Dates 10/29/2012 - 11/06/2012
 Hiatus Weeks
 Rep Firm
 Sales Office () PHILADELPHIA
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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	9	F	8P-9P	CSI NEW YORK	:30	\$1,600.00	11/02-11/02	1	1	1	\$1,600.00	
Rating: 3.8												
	10	SU	10P-11P	THE MENTALIST	:30	\$2,600.00	11/04-11/04	1	1	1	\$2,600.00	
Rating: 3.7												

---REPORT TOTALS---

Report Totals: 14 / \$11,450.00

---SALES MONTHLY TOTALS---

Nov 12: 14 / \$11,450.00
 Sales Totals: 14 / \$11,450.00
 Station Totals: 14 / \$11,450.00
 Lines not sent/rcld/rtn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$11,450	CABL 0%	WISH 100%	WNDY 0%	WRTV 0%	WTHR 0%
		WTTV 0%	WXIN 0%			

---COMPETITIVE COMMENTS---

COMP TO FOLLOW

Books NOV11
 Demos RA35+

---Agency Comment---

AGY ADDRESS CHANGE (PER PHILLY OFFICE AB)

---CREDIT RISK---

CASH IN ADVANCE

Spot Manager: All,

Station	Advertiser	Product	Estim	Order Inventory	Description	Time Period	Length	Date	Air Time	Inv. Code (Placed)	Rate	Ad-ID	Priority
Alt Order #: 06868941													
WISH	POL/Bennett for Indiana BENNETT	FOF		CBS This Morning	@7a	7-8a	:30	11/01/12		CBS This Morning		\$350.00	P3
WISH	POL/Bennett for Indiana BENNETT	FOF		Let's Make A Deal		958-11a	:30	11/01/12	9:58:26 AM	Let's Make a Deal		\$400.00	P2
WISH	POL/Bennett for Indiana BENNETT	FOF		Rachael Ray		258-4p	:30	11/01/12	3:58:26 PM	M-F 3p-4p		\$300.00	P3
WISH	POL/Bennett for Indiana BENNETT	FOF		Thursday 10-11p		958-11p	:30	11/01/12	10:31:27 PM	Thur Hour 3		\$3,500.00	P3
WISH	POL/Bennett for Indiana BENNETT	FOF		CBS This Morning	@7a	7-8a	:30	11/02/12		CBS This Morning		\$350.00	P3
WISH	POL/Bennett for Indiana BENNETT	FOF		Let's Make A Deal		958-11a	:30	11/02/12	9:58:26 AM	Let's Make a Deal		\$400.00	P2
WISH	POL/Bennett for Indiana BENNETT	FOF		Rachael Ray		258-4p	:30	11/02/12	3:07:50 PM	M-F 3p-4p		\$300.00	P3
WISH	POL/Bennett for Indiana BENNETT	FOF		Friday 8-9p		758-9p	:30	11/02/12	7:58:56 PM	Fri Hour 1		\$1,600.00	P3
WISH	POL/Bennett for Indiana BENNETT	FOF		Day/break Saturday		558-9a	:30	11/03/12	6:13:48 AM	Daybreak Saturday		\$250.00	P3
WISH	POL/Bennett for Indiana BENNETT	FOF		Sunday 10-11p		958-11p	:30	11/04/12	10:59:57 PM	Sun Hour 4		\$2,600.00	P2
WISH	POL/Bennett for Indiana BENNETT	FOF		CBS This Morning	@7a	7-8a	:30	11/05/12		CBS This Morning		\$350.00	P3
WISH	POL/Bennett for Indiana BENNETT	FOF		Let's Make A Deal		958-11a	:30	11/05/12		Let's Make a Deal		\$400.00	P2
WISH	POL/Bennett for Indiana BENNETT	FOF		Rachael Ray		258-4p	:30	11/05/12	3:27:30 PM	M-F 3p-4p		\$300.00	P3
WISH	POL/Bennett for Indiana BENNETT	FOF		CBS This Morning	@7a	7-8a	:30	11/06/12		CBS This Morning		\$350.00	P3
											\$11,450.00		
											\$11,450.00		

[Filtered by:] [Sorted by: Alt Order #]

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

Date:

10/8/2012

I, BRABENDERCOX LLC,

being/on behalf of: TONY BENNETT, a legally

qualified candidate of the REPUBLICAN political

party for the office of: STATE SUPERINTENDENT OF PUBLIC INSTRUCTION

in the 2012 GENERAL ELECTION

election to be held on: NOVEMBER 6 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

BENNETT FOR INDIANA

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

JACOB V BRADLEY

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

10/08/2012

Date

Liz Brabender Kundu

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, BRABENDERCXLLC
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does** ☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

Liz Brabender Kundu

signature of candidate or authorized committee

LIZ BRABENDERKUNDU

printed name

10/08/2012

date